

A small icon of a clipboard with a white sheet of paper and a gold clip at the top, positioned to the left of the text.

ERIN'S **PLAYBOOK**

Greg Luther's Real Estate Rescue dives into the high-stakes world of real estate. It meets real estate agents around the country to learn what they're currently doing or not doing, then offers guidance and strategy that if implemented correctly, can transform their business.

Guided by Greg Luther, Real Estate Sales & Marketing Expert, and his COO Nicole Shearouse, each episode delivers hard-hitting analysis and diagnosis, identifying critical flaws or even simple fixes within the agent's business. Greg and Nicole, with a combined 38 years in the industry, each bring unique qualities and perspectives when going through the business diagnostics. The ultimate objective: to implement game-changing solutions which will allow the agent to meet or exceed their goals.

Each episode documents what Greg calls his *Blueprint Day*, a deep dive into the agent's life, business, finances and more. Often inefficiencies are exposed, practices that can be corrected are found and by the end of the day, the agent is left with a strategic playbook to follow. While no two agent's businesses are the same, any agent in America can follow the actionable strategies outlined in these playbooks and mold it to their own market area, niches and goals. All agents can build a thriving and sustainable real estate business if they put proper sales & marketing strategies to work! Put *Erin's Playbook* to work for yourself!

Erin Kelly – Pennsylvania



1. Get A Mailing List of Condos in Baltimore, MD To Prepare To Move!

- Identify the TOP zip codes you want to target in Baltimore so you can begin to secure a marketing list. Try to secure 5,000 records.
- Marketing lists should always try to include Name, Address, Phone Number & Email. This allows you to multipurpose the list for Offline Mailings and Online Campaigns (ie: Facebook custom audience while it is still being allowed).
- There are hundreds of list brokers, here's a couple to check out: Exact Data: <https://www.exactdata.com/> & Data Axle USA (former InfoUSA): <https://www.dataaxleusa.com/> (most brokers you pay by the data point you want & be sure to target more specifics like "on the water" or other variable selects in the area).
- Use Skip Tracing to find information you may not have by leaning on the information you do have.
- Some state's MLS offer list and info services too, check to see if yours does BEFORE buying broker lists.

3,289 Leads Available

Your filters: People Home + Address, Contacts per household: 1, Baltimore, MD only, Baltimore county

Full Name	Address	City	State	Zip
Rajag, Ramesh	1400 N. ...	Baltimore	MD	21216
Sage,	Baltimore	MD	21212
Martinez,	Baltimore	MD	21201
Kellerman,	Baltimore	MD	21212
Sullivan,	Baltimore	MD	21220
Morgan,	Baltimore	MD	21218
Chapman,	Baltimore	MD	21218
Frederick,	Baltimore	MD	21209
Li,	Baltimore	MD	21209
Byrd,	Baltimore	MD	21218

Order summary

Total Price: \$294.00

BUY LIST

2. Beat Obscurity & Get Known! Create A 3-Part Video Series!

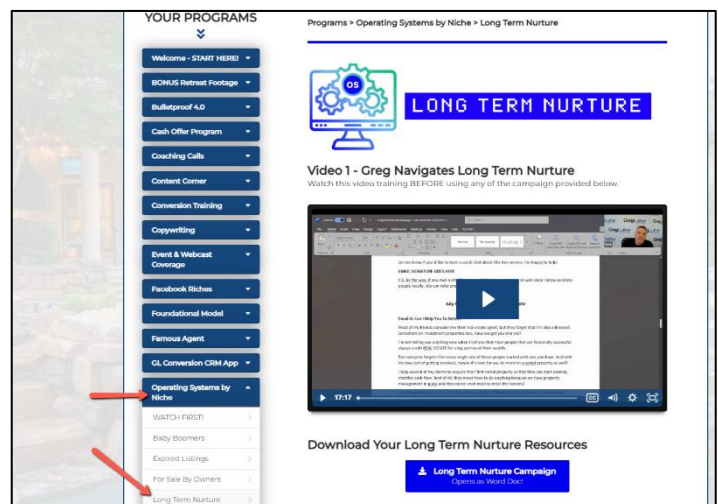
- Video content is THE KEY to getting yourself out there and growing your audience. The more you become comfortable on camera, the more you'll beat obscurity against other agents.
- Get lots of content going on YouTube with videos covering a variety of helpful topics on real estate and your local community.
- Video #1 - Geared towards Owners/Sellers. Introduce who you are, what you do, the markets you work, why they should use you (specifically go into target marketing, USPs and Offers so it is not the "average" agent pitch) and other helpful information.
- Video #2 and #3 - Geared towards Buyers.
 - #1 - Introduce who you are, your Perfect Home Finder (PHF) program, how you find off-market properties and the benefits you offer.
 - #2 - Introduce the lifestyle play of the home/condo types, waterfront/other, what the area offers for activities, dining, schools, etc., how you can target market to find them homes, why they will love living here and more perks to building their vision.

3. Add A 3-Part Video Series to Your Baby Boomer Niche!

- Building Trust, Authority and Credibility within this niche is the key to its success. This generation appreciates true information from credible sources; YOU MUST become that source!
- Create educational video content, specifically a 3-Part series that walks this niche through various informative topics.
- Video #1 – Tips on how you can help them downsize to save money along with how you can offer help with decluttering, auction services and junk out services. They can lean on your support and guidance to get this done and reduce the overwhelm they may have with this process.
- Video #2 – An informative piece on Capital Gains and setting the record straight on how it works, profit amounts that can be excluded based on their filing status, how to calculate this number and how they can get more information/guidance through tax professionals within your network.
- Video #3 – New Construction opportunities available to them, why keep fixing up when they can own new, what the various new communities may offer them for socializing, activities and more. This pairs with many of your boomers currently moving to New Construction properties already, make a further splash on video!

4. Boost Your Long-Term Nurture (LTN) Using A Multi-Media Approach!

- Short-term nurture per lead type of 6 emails in 21 days, often paired with 2 texts in the mix is great...but what comes next?
- Look at the *Operating Systems by Niche* menu we provided on the member's site and visit the *Long-Term Nurture* section to get started. This will give you some additional emails to get into place within your CRM so you can continue the lead's journey.
- ALL Lead types should feed into a LTN once the unique short-term nurture has concluded. This is easier to manage as you are speaking to the whole group at once in an ongoing fashion.



- Offer additional media touches by mailing the monthly newsletter (template provided on the member's site under *Resources – Agent SOI Newsletter*), other postcards for Just Listed & Just Solds to showcase success and inventory movement, USP/Offer postcards, education video content and utilize services that send physical touches on autopilot like SendOutCards.com and Thanks.io.
- Make sure any Facebook retargeting ads have a variety of USPs, Offers & CTAs to allow the various lead types to take action.

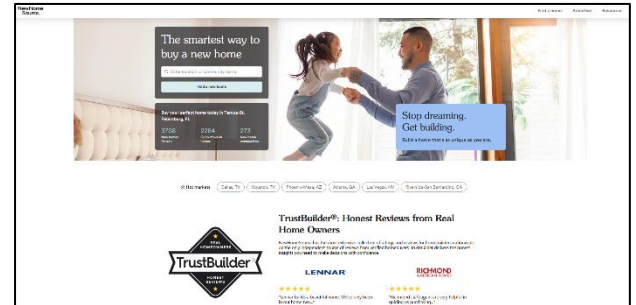
5. Ramp Up Your Baby Boomer Niche Even More With An Info Package!

- Continue using our *Silver Closings* training and marketing pieces to target Baby Boomers AND create an in-depth information packet they can request.
- Use the topic suggestions from the 3-Part Video series outlined in #3 of this Playbook above and turn them into written pieces to compile into a package.
- Each topic can be turned into a couple page document packed with helpful content to assist them on their downsizing journey, speak to the options they have when moving and more.
- Within each of the pieces, you can put a QR code for them to scan which leads back to your video series. This becomes cross-bred marketing to ensure all portions of your content are being consumed.
- Create a single sheet within the package that has a Title & Video Synopsis with dedicated QR Code for them to scan to provide a "Choose Your Own Adventure" style journey to their situation...again cross breeding your marketing channels!
- **Note:** QR Codes shown in the image are for demonstration purposes to show how to build this style page within an Information Package. They do not link to actual videos.



6. Grow New Construction Efforts With A Landing Page & Digital Assets!

- Already having a custom home builder on your team is HUGE, but you need to capitalize on it even more. To get more exposure for your builder, get them on www.NewHomeSource.com. This is normally a gate-kept area where agents DO NOT send their clients. They instead use it to further bolster their marketing materials...BUT having the custom home builder appear in the searches on this site is imperative to build traction for those that ARE looking. This further builds the builder's creditability and reputation. Get them on here!



- Create your own landing page where potential buyers can opt-in for information about specific New Construction opportunities in your area.
- Opt-Ins should collect Name, Email & Phone and should offer them digital assets to download. For example, options to see the Top Floor Plans, Layouts, Renderings, Specials Offers, Available Lots and more!
- Check that Zillow is showcasing the custom builder too, not just the land you have listed for sale to build on.
- Create video content on the landing page to generate more interest. Consider titles to create engaging content that also lets the prospect know that it is truly a custom home: *"Have A Dream Floorplan, We'll Build It!"* *"Can't Find A Home You Love, We'll Build It!"* *"Have A Vision But Can't Bring It To Life, We'll Build It!"*
- Make sure all portions of the landing page and any digital asset have strong Calls To Action for prospects to follow!

7. Create A "Pay Off Debt" Plan – Your Banked Money Is Costing Money!

- If you have credit card debt, you should have close to Zero dollars in your bank account. It is costing you money to keep it in the bank!
- The bank account should not be the "in case of emergency" fund, as that should be the credit card. Don't keep credit card balances that are charging you interest if you can't pay it off monthly. Money "saved" in the bank means nothing if you are racking up interest & debt in other areas.
- Pay off \$30K in debt right now and plan to get the rest paid off in 6 weeks!

- **Your #1 Goal is to get to Zero Debt**, pay off the highest debts first to reduce interest being paid...the debts are costing you money. For example, don't pay extra on your mortgage principal that has a lower rate...put that extra towards your credit card debt that has a higher rate to pay it off quicker!
- Organize your debts on a spreadsheet by amount due and their associated interest rate or fee. Seeing it all in one spot will give you a clear picture of what needs to be paid down the quickest.
- Many assume they should make equal payments to all debts, but this logic is not always accurate.
- Pay off debt that has the highest interest rates and fees first. Larger chunks to pay this down will make this debt cost less in the long run.
- Paying off large chunks in short bursts is the goal to help rid you of the debt.

PLEASE NOTE...
Greg is not a financial advisor and is sharing his personal thoughts on the topic of money, investments & debt; consult your financial team when making large decisions.

8. Implement *The Foundational Model* Into Your Marketing Plan ASAP!

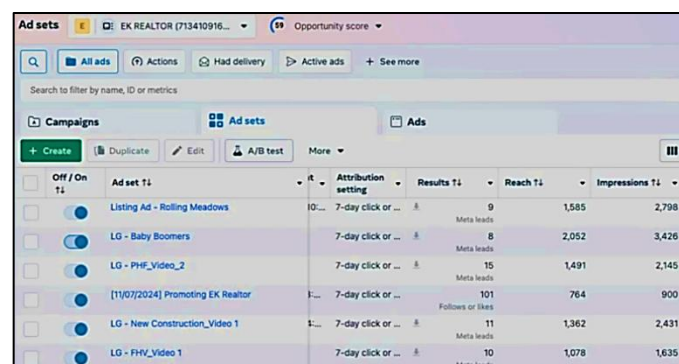
- This Model Teaches You How:
 - To Build A Strong Offer That Makes You Stand Out Over Other Agents
 - The Perfect Home Finder Approach with templates for ads, postcards and *The Greg Luther Letter* (the best converting letter to find sellers)
 - To Find For Sale By Owners & Convert Them To Listings
 - To Build Referral Relationships w/ Attorneys
 - To Work Expired Listings & Get Them To Relist With You
- Add each of these strategies to your monthly marketing calendar with the goal of getting 1 meeting a week from each.
- As you build relationships with FSBOs and Expireds, send them your *Shock & Awe Package* to solidify your presence and marketing efforts.
- Look to do 2 touches per week on each, including creating a helpful video on target marketing where you can show screenshots of Exact Data to further prove your professional ability.
- These are free to very low-cost strategies that can get you quick wins!
- Locate it on the Inner Circle member's site under the blue *Foundational Model* menu.

9. Overhaul Your Facebook Ads With Area Segmentation & Targeting!

- You **MUST** segment your audience into your two areas of Pennsylvania and Maryland. Having them all in one will create too large of a group and will not allow your ad budget to get proper traction across the whole audience.
- 500K-600K is an ideal audience size to shoot for. Use the strategies under the *Facebook Riches* menu on the member's site for the *Special Ads Category & Targeting* to isolate your best selections.
- Looking at your current ads, overall leads and cost per lead is not bad BUT this can be made better by tweaking a few things:

• First-time buyer
 • First-time home buyer grant
 • For sale by owner
 • Gated community
 • Home construction
 • House
 • Mortgage calculator
 • Mortgage loans
 • Pre-qualification (lending)
 • Property finder
 • Real estate appraisal
 • Real estate development
 • Real estate investing
 • Realtor.com
 • Single-family detached home
 • Starter home
 • Trulia
 • Zillow

- Create a version of each ad type for each location (as long as the offer makes sense to that area), then set your ad spend to a daily budget of \$3/day for each. This will help to spread the budget differently across the proper audience size and get more consistent leads.



Off / On	Ad set	Attribution setting	Results	Reach	Impressions
On	Listing Ad - Rolling Meadows	7-day click or ...	9	1,585	2,798
On	LG - Baby Boomers	7-day click or ...	8	2,052	3,426
On	LG - PHF_Video_2	7-day click or ...	15	1,491	2,145
On	[11/07/2024] Promoting EK Realtor	7-day click or ...	101	764	900
On	LG - New Construction_Video 1	7-day click or ...	11	1,362	2,431
On	LG - PHF_Video 1	7-day click or ...	10	1,078	1,635

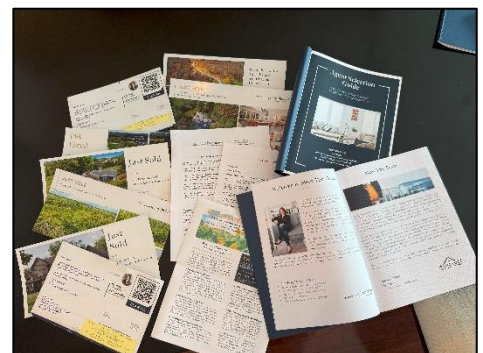
- Do this by duplicating one of your current ads, then choose the audience targeting and area by cities within one state with a 15-mile radius around each.
- Always give a captivating offer paired with a strong Call To Action (CTA) that guides them on opting in for what you'll give them. Use a Facebook Lead Form to capture leads when offering a "give" and use Facebook Messenger when the offer allows for a more immediate conversation.
- Be sure to adjust the original ad audience to just the other state, so now you'll have two of the ads ready to go without starting from scratch. Note the day you made the changes so you can watch the metrics and pull your reports from that date.

- You can also choose a NEW OPTION to **connect with leads in messenger** after they opt-in. This allows for lead capture AND conversation opportunity; locate this setting on the Lead Form Thank You Page setup.
- ALL Leads should go into your CRM using an integration tool like [Zapier.com](https://zapier.com) or other, which then allows them to receive short-term follow-ups based on their requests and move into long-term follow-ups that are ready to go!

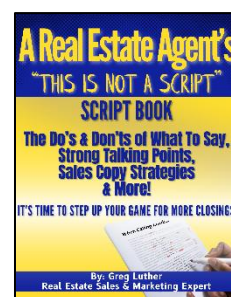
The screenshot shows the 'Additional action' section of a Facebook Lead Form. The 'Go to website' option is selected. Below it, there is a 'Link' field with the placeholder text 'Insert Link Here To Facebook Profile'. The 'Call to action' section shows 'View website' with a count of 12/50. At the bottom, the 'Connect with leads in Messenger' option is highlighted with a red arrow. The text below this option reads: 'Start conversations on Messenger After a lead submits your instant form and agrees to receive messages from your business, a chat that includes their contact information will start on Messenger or Instagram. Learn more'.

10. Clean Up & Organize All Tools, Systems & Marketing Media!

- In anything you build or create for marketing, become your own Secret Shopper to double check all systems!
 - Call office numbers provided to see what actually happens if a prospect calls. Do they transfer the call, take a message, actually answer the phone? Does your phone ring if they transfer it to you?
 - Opt-in to your various pages that have forms and offers to double check the journey leads will receive. Are you getting an email sequence as the lead, do you get notified as the agent, if you have automated systems set up for Text Message or other, did it work?
 - Scan and test all QR codes provided with various devices, both Apple & Android, to ensure it brings prospects to the correct videos or pages. Does everything look accurate and read well in a mobile view, as it may look different than the desktop view?
- Clean up postcards, letters and other print materials for better conversions!
 - Move branding in the headers down to the footer at minimum to avoid distracting readers.
 - Remove unnecessary addresses or phone numbers so only the KEY contact information is provided.



- Have strong USPs & CTAs throughout so readers know exactly what they need to do in order to take action.
- Add a "Flip Over" call out on the front (postage side) with an arrow pointing to the side of the card. Always assume you need to guide on every step a prospect needs to take.
- Fix *Google My Business & Local Services Ads* to ensure they are working properly. Make sure their portal is being used to interact with leads and Google sees that you're working their system, this feeds the algorithms.
- Collect Testimonials & Reviews to showcase success. Make it part of your closing protocol to send a Google Review link so clients can give feedback right away and you show up on Google even more when people search. Get pictures with clients and do a small write up of your experience and transaction together to get them to sign off on, this helps alleviate the pressure of them having to write one!
- Locate helpful information on Google and Testimonials on the member's site under the blue *Content Corner* menu in the *Testimonials & Reviews* section.
- Review the "*This Is Not A Script Book*" provided to Inner Circle members to help beef up your conversation points, objection handling and how to flip conversations for better conversions!



11. BONUS: Police Your Day With Marketing Calendars To Optimize The Whole Playbook!

- On the member's site under the *Content Corner* menu, go down to *Calendars for Marketing* to watch a training on how to put this all together and get a calendar template with suggestions for setting it up.
- Create strong time blocks for yourself to complete tasks, a power hour and segment your appointment days by location to keep from running in all directions.
- Grow your business, systems and processes BEFORE you grow a team. Since you rather be the CMO behind the scenes, when ready, look to hire a TC, then an Executive Assistant followed by a Buyers Agent to assist in the field.



→ www.SpecialOfferFromGreg.com ←